

1. Title, director and release year?
  - "The Corporation" was made in 2003 and was directed by Mark Achbar and Jennifer Abbott.
2. What is the central argument or narrative of the film?
  - The central theme throughout the film is whether or not a corporation should be legally considered a person and how the decision that they should be has effected American society and the environment since the early 1800's.
3. How is the argument or narrative made or sustained? How much scientific information is provided, for example? Does the film have emotional appeal?
  - The film uses real examples of how corporations exploit their legal status as a person when it is beneficial and also use it to dodge individual liability. It also shows examples of how corporations end up exploiting resources regardless of consequences to make a profit. The film had some emotion appeal as it addressed things corporations were responsible for that have an effect on the average citizen.
4. What sustainability problem does the film draw out? Political? Legal? Economical? Technical? Media and Informational? Organizational? Educational? Behavioral? Cultural? Ecological?
  - This film emphasizes political, legal, economic, organizational and ecological sustainability problems. The political and legal aspect come from large corporations being able to lobby politician to pass legislation that is beneficial to them. The economic side is what drives this behavior. Organizational play sin when talking about how the corporation operates. Many continue to attempt to maximize profit with little care for the consequences of their actions. While others such as Ray Anderson, founder of Interface Inc., were willing to change the ways of their company to be more sustainable.
5. What parts of the film did you find most persuasive and compelling? Why?
  - I found the story of Ray Anderson to be the most compelling part of the film because he seemed to break the mold associated with corporate leaders. He was made aware of the harm he was doing to the environment and acted to correct what he was doing in order to make it a more sustainable practice.
6. What parts of the film were you not compelled or convinced by? Why?
  - Some of the people interviewed made unsubstantiated claims and seemed more of opinions than researched facts.
7. What audiences does this film best address? Why?
  - I believe this film addressed the average working class citizen or environmentalist. It focusses on the practices of big business and how they affect our daily lives.
8. What could have been added to this film to enhance its environmental educational value?
  - Perhaps more examples of corporations that are taking real corrective action to reduce or reverse their negative impact on society and the environment. Even some more data on some of the largest contributors to the pollution of the environment would be of educational benefit.
9. What kinds of action and points of intervention are suggested by this film? If the film itself does not suggest corrective action, describe actions that you can imagine being effective.

- The film didn't directly address points of intervention. It did give an example of a man who was able to change his company to be sustainable and still be profitable. It also indicates that the consumer has the power to support or not support companies that embrace or reject sustainable practices.
10. What additional information has the film compelled you to seek out? (Provide at least two supporting references.)
- The film led me to seek out the top air polluting companies. The top five were Bayer Group, Textron, General Electric, Precision Castparts and Kich Industries. It also led me to research which industries were the top polluting industries. They are as follows lead-acid battery recycling, lead smelting, mining and ore processing, tannery operations, and industrial/municipal dump sites.

### Bibliography

LISTS | Top 10 polluting industries, Top 5 toxic stuff imperil 125M people. (n.d.). Retrieved April 29, 2014, from <http://www.interaksyon.com/article/46518/lists--top-10-polluting-industries-top-5-toxic-stuff-imperil-125m-people>

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